





SARIS SOCIAL MEDIA GUIDELINES

BRAND PROMISE

To make cycling accessible for every rider through intuitively designed and competitively priced product.

BRAND POSITIONING

- **Our purpose in their lives**
 - Bikes set us free to explore and move and experience our relationships with people and places like nothing else can. At Saris, we don't just imagine a more bike-able world. We're all in, making it happen.
- **Mission**
 - Break down barriers between people and their ride.
- **Vision**
 - Make cycling inclusive.

SARIS SOCIAL MEDIA HANDLES

- **Facebook:** <https://www.facebook.com/sarisofficial>
- **Twitter:** <https://twitter.com/sarisofficial>
- **Instagram:** <https://www.instagram.com/sarisofficial/>
- **LinkedIn:** <https://www.linkedin.com/company/65196/>
- **Youtube:** <https://www.youtube.com/c/SarisOfficial>

STANDARD BRAND HASHTAGS

- **#sarisracks**
- **#saristrainers**
- **#knownobounds**
- **#breakdownbarriers**

BRAND VOICE

- The Saris social media voice is friendly and playful. Responses are upbeat, positive and helpful. Avoid being negative, or mocking, but don't be afraid to engage with customers and build a rapport with the userbase.
- Customer Service: when interacting with customers with customer service concerns, be positive, patient and understanding. Try and problem solve as needed, but also encourage users to reach out to support@saris.com
- Negative posts: if you're seeing negative social media posts related to customer service, we recommend reaching out to those individuals to help troubleshoot. However, if they are simply being negative and there is not a productive response, we recommend not responding.

POSTING PROCEDURE

- The Saris marketing team maintains a monthly social media content calendar that features a variety of Saris-created content (photos, videos, blogs), interest articles (from relevant bloggers, websites and publications), company updates, events and news.

VISUAL GUIDELINES

PRIMARY SARIS COLORS

Primary brand colors for color applications.



PMS: 431C
CMYK: 11/1/0/65
RGB: 104, 114, 121
Web: #687279



PMS: 116C
CMYK: 0/16/100/0
RGB: 255, 210, 0
Web: #ffcd00

FONTS

- TT LAKES CONDENSED
- TT LAKES
- ROAD RADIO
- Futura PT Book
- Futura Round
- Din-Regular
- Helvetica-Nueve Lt std Roman

SECONDARY SARIS COLORS



CMYK: 0/0/0/100



CMYK: 0/0/0/0

LOGOS

<https://gallery.saris.com/Pages/ViewPage/Logos>





SARIS SOCIAL MEDIA GUIDELINES

SARIS INTERNATIONAL BRANDING GUIDELINES

We are excited about the opportunity for our international distributors to promote the Saris brand through their own unique social media channels to reach more customers.

Please keep content on brand with @SarisOfficial.

DO'S:

- Have a complete profile that describes the products or brand
- Clearly identify the country you represent in your handle
- Post consistently when possible
- Stick with @SarisOfficial color palette and the most up-to-date logo
- Demonstrate inclusion, honesty, and encouragement

Saris is an inclusive brand that breaks down barriers so that all people can fall in love with the bike. Any social media accounts affiliated with the Saris likeness should follow our ethics and values.

AVOID:

- Posting anything that can be seen as discriminatory
- Offensive language and or images
- Purchasing followers
- Political stances

We look forward to supporting you in your Saris social media endeavors. Please direct any questions you have to aschmechel@saris.com.



SARIS BRAND LOGO
Saris logo variations.

Horizontal



Color

Vertical



Color

Stacked



Color



SARIS BRAND LOGO
Saris logo variations.

Type



Color

Icon



Color



Color Reverse (Rev)



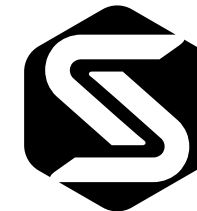
Color Reverse (Rev)



Color Reverse (Rev)



Black (k)



Black (k)



Black (k)



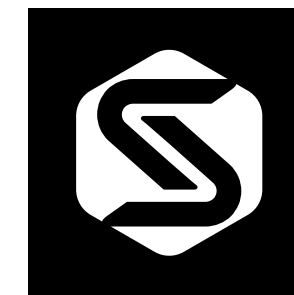
Black (k)



Black (k)



Reverse (Rev)



Reverse (Rev)



Reverse (Rev)



Reverse (Rev)



Reverse (Rev)



IMPROPER LOGO USAGE

Incorrect treatments of the Saris logo.



Do NOT skew the logo.



Do NOT reposition or resize the logo elements.



Do NOT separately rotate either element.



Do NOT change the logo to a non-brand color.



Do NOT reverse logo out of non-brand colors.



Do NOT reverse logo out of patterns.